



KENT CHAMBER
OF ♦ COMMERCE

GROWING THE TOOLS FOR TOMORROW

SPONSORSHIP CAMPAIGN
2018

VEHICLE FOR THE CHAMBER TO SHOWCASE THE MANY MARKETING OPPORTUNITIES

Check out the updated sponsorship campaign

Released November 13, 2017

Our Total Resource Campaign (TRC) launches in late 2017 and is used to fund the wide array of programs through the upcoming year.

The TRC is a vehicle for the Chamber to showcase our many marketing opportunities. First, it is a way for our members to see the breadth of opportunities available through the Chamber and cherry-pick the programs that are most profitable for your business. Second, it allows the Chamber staff to focus on programming and providing services throughout the year. Third, it allows our Chamber to effectively plan and strategize for the upcoming year.

Will my business be able to get sponsorships throughout 2018?

Yes, depending on availability. While some members choose to wait on sponsorships, it is at your own risk of missing out on the opportunities that best suit your business. Our goal is to fill all the 2018 sponsorship and marketing opportunities before 2017 ends. Odds are the sponsorships you will want later will be sold now. Making your choices early also allows you to prepare for the expense and maximize your recognition. If we introduce any new programming or services, those sponsorships may become available as well.

How do I know what sponsorships are available?

Two ways: contact any Chamber staff member with your interest OR pick and choose your interest areas in this packet. We will have packets available at all our upcoming events, on social media, our website and in the E-newsletter. We will also be mailing this packet to every member. If you are interested, please call us at the Chamber and we will have someone contact you as soon as possible.



Monthly Membership Luncheons

Monthly membership luncheons feature people and issues important to the Kent business community with excellent learning and business to business networking opportunities.

The 2018 Exclusive Sponsorship has been sold!

Thank you to KSC Freight



1 Month Display Table - \$50.00

- Only 5 available per month
- Includes luncheon ticket \$25 value
- Table to display promotional material and signage



Job Board Sponsorship!

In 2016 the Chamber launched a job board on our website to give our members a platform to advertise to potential employees. Sponsor the job board online so that job seekers see your company and logo first! This would be great for a staffing company!

Sponsorship (2 available) - \$500.00

Job Board Ad and/or Logo: (450x150 pixels = 4.70x1.5 inches)

Only two spots available

Business After Hours

Hosting a Business After Hours is a great way to showcase your business to 60+ potential customers. There is no cost to hosting these After Hours but we do expect our host locations to provide full catering incurring that costs with one of our fantastic restaurants/caterers. The host location also must provide beer, wine and non-alcoholic beverages. Those considering hosting this event should budget at least \$500 to host. The events are always held on the 4th Thursday of the month from 5 p.m. to 7 p.m. Host opportunities fill up fast so call the Chamber right away to schedule your month if you are interested in hosting a Business After Hours.



Speed Networking

Networking is one of the top reasons that a business joins a Chamber of Commerce. This event is networking at its finest. This is a fun, fast-paced event where members are able to maximize the number of business leads they gather, trade business cards and expand professional connections. **\$500.00 (two available)**

- Display table at Speed Networking
- Placement of materials at all seats
- 5 minute commercial during speed networking program
- Recognition in the weekly E-newsletter
- Recognition in the bi-monthly print newsletter
- Recognition on the Kent Chamber website
- Recognition on Kent Chamber Social Media



Small Business Roundtable - New Event 2018!

This will be a quarterly dinner event in 2018 and is by invitation only. This is a VIP group of 25 small business leaders diving into issues that affect small business such as small business financial planning, cash flow and taxes, marketing, social media and website design, HR Law, delegation and how to work within the generations, competing with big business - setting yourself apart. Sponsorship of this quarterly dinner will guarantee your spot at this exclusive event.



Exclusive Presenting Sponsor (1 available per quarter) - \$500 per quarter or \$2,000 for the entire year.

- Placement of materials at all seats
- 5 minute commercial during program
- Recognition in the weekly E-newsletter
- Recognition in the bi-monthly print newsletter
- Recognition on the Kent Chamber website
- Recognition on Kent Chamber Social Media



Experience Kent Chamber - New Event 2018!

Sponsorship for this exciting new event will be sold by the quarter at \$500 or \$1,800 for the year.

We have such innovative and fun members we want to show them off! Every other month (odd months) we will get together to play trivia and make connections with each other. On the even months we will experience different Kent Chamber businesses and learn from them! Already in the works are pie making classes, a tour of the Amazon fulfillment center, cocktail making classes and so much more!



Relocation/Visitors Packet

Every year the Chamber receives hundreds of requests from individuals and businesses looking to relocate or visit the Kent. We provide a packet full of information about Kent to all those who request it. This is a great opportunity for a service business or a utility.

- **Only 2 available - \$500 each**
- Personalized letter from the sponsor to go with information mailed
- Collateral material from sponsor included with packet and used for entire year
- Recognition in the bi-monthly print newsletter
- Recognition on the Kent Chamber website
- Recognition on Kent Chamber Social Media



Conference Room Naming Rights—SOLD OUT



Website Advertising - Rotating Banner Ads

We have over 52,000 hits on our website annually. Make sure your business is top of mind for visitors, businesses and residents viewing the Kent Chamber website.

Large Rotating Ad (every 5 images) - \$1000.00

Front Page large Ad (700x125 pixels=7x1.3 inches on secondary pages)

Small stationary ad on secondary pages (210x70 pixels=2x.75 inches)

Only 5 spots available

Medium Rotating Ad (every 4th image) - \$500.00

Front Page medium Ad (450x150 pixels = 4.70x1.5 inches)

Only 12 spots available



Education Programming

The Kent Valley is ripe with job opportunities that demand skills and yield family wage careers. It is our goal to show how much opportunity lies in this area for the youth of Kent. It is our hope that these careers are kept in mind when counseling youth about their futures. **As with any program, funds are needed to help support and continue this influential program.**

We will go out individually for sponsorship of our Education Programming projects. In the past they have featured events such as: Girls F.I.R.S.T (For Inspiration in Science and Technology) - we took 80 girls to the Robotics Field House to get them excited and engaged in STEM related activities. Also, just last year, we coordinated: Middle School Career Fairs and a Principal for a Day program. Other past programs include: Internships, Resume Writing and Interviewing Skills.

Sponsorship Levels for the events will include levels at: \$1,000, \$500, \$250 and \$100

Kent Chamber of Commerce



Manufacturing the Future

Bringing the World to the Classroom



President's Banquet 2018

The President's Gala and Business Leadership Excellence Awards will be held in the late spring of 2018 at the ShoWare Center. Over 400 community leaders attend this fun, themed event. We recognize 11 businesses with community awards including: Company of the Year, Innovator of the Year, and Education and Government Official of the Year and so on. There is also a live and silent auction along with a plated dinner. We will have a separate campaign for this event early in 2018 once the theme has been determined.

Presenting Sponsor - \$5,000.00

- Co-Sponsor Title branding along with the Kent Chamber of Commerce
- Exclusive listing and announcement as the President's Gala Presenting Sponsor
- Best table at the event with 8 seats (reserved seating)
- Company representative introduced at the event to make welcoming remarks (5 minutes)
- Recognition on event signage, invitations, save the dates and all promotional material
- Recognition in the weekly E-newsletter, bi-monthly print newsletter, Kent Chamber website & social media
- Full page ad in event program

Event Sponsor \$1,000.00

- Table of 8 in prime location (reserved seating)
- Recognition on event signage, invitations, save the dates and all promotional material
- Recognition in the weekly E-newsletter, bi-monthly print newsletter, Kent Chamber website & Social Media
- Quarter page ad in program

Table Sponsor \$750.00

- Table of 8 in great location (reserved seating)
- Recognition on event signage, invitations, save the dates and all promotional material
- Recognition in the weekly E-newsletter, bi-monthly print newsletter, Kent Chamber website, & Social Media
- Recognition in event program

Again, there will be many more sponsorship opportunities available including: wine sponsor, back of bid card sponsor, bar sponsor, advertising sponsor, champagne sponsor, check out and check in sponsor, live and silent auction sponsors and so on.



Expo 2018

The Business Expo will be in late Fall of 2018. An additional sponsorship campaign will come out for this event. Sponsorships range from \$3,000 for the naming rights of the event to \$100 with many levels in-between. Make sure you budget to attend this event. ***Booths for member exhibitors will be approximately \$450.00***

Presenting Sponsor

- Co-Sponsor Title branding along with the Kent Chamber of Commerce
- First choice in booth location (booth fee is included)
- 2x3 inch advertisement on booth key
- Automatic participation in the booth key driving people to your booth
- Company representative to make welcoming remarks (5 minutes) during vendor reception
- Recognition on event signage, invitations, save the dates and all promotional material
- Recognition in the weekly E-newsletter, bi-monthly print newsletter, Kent Chamber website & social media

Gold Sponsor

\$1,000.00

- Prime location (booth fee is included)
- 2x3 inch advertisement on booth key
- Automatic participation in the booth key driving people to your booth
- Company representative to make welcoming remarks (5 minutes) during vendor reception
- Recognition on event signage, invitations, save the dates and all promotional material
- Recognition in the weekly E-newsletter, bi-monthly print newsletter, Kent Chamber website & social media

Partner Sponsor

\$500.00

- Prime location (booth fee is included)
- Automatic participation in the booth key driving people to your booth
- Recognition on event signage, invitations, save the dates and all promotional material.

Why Exhibit?

Market your products and services directly to consumers. Get concentrated exposure in front of a captive audience. Impress both existing and prospective customers. Enhance your image and visibility. Demonstrate your product face to face. Interact with other businesses in your market to build beneficial relationships.



Weekly E-newsletter

The weekly E-newsletter contains information about upcoming events and community issues. The E-newsletter is distributed to over 1,500 businesses and community leaders weekly.

Exclusive Sponsor of E-newsletter for entire year (January to January) - \$2,500.00

- Branding of E-newsletter
- Your logo prominently displayed on the E-newsletter
- Website link
- 40 words or less about your company (message can be changed monthly)



If the sponsorship for the entire year is not sold, then individual months will be sold for \$250.00

CEO Roundtable

This event will be held quarterly in 2018 and is by invitation only to the top CEOs in the community. A VIP group of 25 leaders discuss issues of local and regional importance with key leaders such as: King County Councilmember Dave Upthegrove, Senator Joe Fain, House Majority Leader Pat Sullivan, Mayor Cooke, Police Chief Ken Thomas, King County Executive Dow Constantine and so on. Sponsorship of this quarterly luncheon will guarantee your spot at this exclusive event.

Exclusive Presenting Sponsor (1 available per quarter) - \$500 per quarter or \$2,000 for the entire year.

- Placement of materials at all seats
- 5 minute commercial during program
- Recognition in the weekly E-newsletter
- Recognition in the bi-monthly print newsletter
- Recognition on the Kent Chamber website
- Recognition on Kent Chamber social media



Exclusive Catering Sponsor (1 available per quarter) - Catering for 25 people

Restaurants and Caters can also sponsor this event by providing the meal for the luncheon. A restaurant/caterer sponsoring the event will receive the same recognition as the presenting sponsor.



Print Newsletter—NEW LOWER PRICE! GREAT ADVERTISING VALUE

The Bi-monthly newsletter contains information about upcoming events, community issues, and highlights Kent Chamber members and Ambassadors. The newsletter is distributed to over 450 Chamber members and community leaders.

Exclusive Sponsor of the Newsletter for entire year - \$500.00

- Branding of Newsletter
- Your logo prominently displayed on front page of the newsletter
- 100 word article and 1 logo/picture to highlight your business in every issue.

If the sponsorship for the entire year is not sold then individual issues will be sold for \$150.00

Chili Cook Off

The 4th annual Chili cook off will be conducted in the fall of 2018. This is a fun networking event that showcases our members talents in the kitchen as well as our restaurant/catering members culinary skills.

Exclusive Event Sponsorship - \$250.00

Chamber Day in Olympia

Each year the Kent Chamber of Commerce travels to Olympia for our grassroots lobbying efforts. We meet with the Senators and Representatives from the 33rd, 47th and 11th Legislative districts that encompass Kent. We advocate on behalf of the Kent Chamber of Commerce members to effectively present hot topics and concerns of the business community. Our trip to Olympia includes transportation, lunch, preset meetings with Senators and Representatives and a tour of the Capital.

Exclusive Sponsor (1 available) - \$250.00

- Co-branding the event with your company
- 2 spots at Chamber day in Olympia with luncheon included (\$40 value)
- Recognition in the weekly E-newsletter
- Recognition in the bi-monthly print newsletter
- Recognition on the Kent Chamber website
- Recognition on Kent Chamber social media

Kent Chamber of Commerce: You can LEAN on us

November/December 2017 Newsletter

SPONSORSHIP CAMPAIGN 2018

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Two ways: contact any Chamber staff member with your interest OR pick and choose your interest areas in this packet. We will have packets available at all our upcoming events, on social media, our website and in our e-newsletter. This newsletter is a sneak peek on some of the options we have in store for our members. We will also be mailing this packet to every member. If you are interested, please call us at the Chamber and we will have someone contact you as soon as possible.

Thank you to our Newsletter Sponsor!

AIKI BAKERY

AIKI's Catering Division provides an expansive and varied menu of offerings. They also craft one of a kind menus tailored to your tastes and budgets. Their only limit is your imagination. Where will your imagination take you today? Visit their website at www.aikibakery.com and contact Kimberly Geary at (253) 867-5700 for all



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Membership Packet -

Over 250 membership packets for the Kent Chamber of Commerce are given out to civic minded businesses throughout the year. Make sure you are front and center in the membership packet. Your logo and contact information will be displayed on the inside jacket of the membership folder. You also have the opportunity to put a letter of introduction into the packet.

Exclusive Sponsorship - \$1,000.00



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